

creating  through science

Sponsor  
Partnership  
Opportunities



*Creating Hope Through Science*

## About AMC Cancer Fund

AMC Cancer Fund aims to create hope through science, raising funds by engaging corporations, individuals and other organizations in special events, education and outreach efforts. As an independent entity, we are committed to raising funds and awareness for the innovative cancer research, treatment, prevention and control programs conducted at University of Colorado Cancer Center. We recognize that our donors are the key to our success and we therefore commit to being good stewards of their dollars so they can confidently invest in our mission.



## About the University of Colorado Cancer Center (UCCC)

The University of Colorado Cancer Center is the only National Cancer Institute-designated comprehensive cancer center serving the eight-state Rocky Mountain region and one of just 40 in the United States. This prestigious designation is achieved only after a rigorous review process and is granted only to centers that are truly comprehensive in the research, clinical treatment, education, prevention and control of cancer.



### Mission

AMC Cancer Fund is dedicated to raising awareness and funds for the University of Colorado Cancer Center (UCCC) to support its outstanding programs in cancer prevention, care, education, research and service to the nation.

### Vision

We celebrate survival while we work toward a world without cancer.

can you **imagine** a world without cancer?

## Be Part of the Four-Front Approach to Conquering Cancer

By becoming a corporate sponsor of AMC Cancer Fund, your company will be a partner in achieving our vision of a world without cancer. Our fundraising and outreach efforts directly benefit the research, clinical treatment as well as prevention, control and survivorship efforts of the University of Colorado Cancer Center, the only National Cancer Institute-designated comprehensive cancer center in the Rocky Mountain region.

The “Four-Front Approach to Conquering Cancer” is a mutually beneficial partnership between AMC and our corporate supporters. Through a strong affiliation with AMC Cancer Fund, your company will position itself as a community leader in philanthropic efforts to conquer cancer by supporting us in one or all of the following ways:

1. Commit to an annual monetary gift
2. Sponsor one of our annual events
3. Implement a workplace giving program for employees
4. Encourage employees and executive leadership to volunteer

*The sponsor partnership program benefits apply to donations from corporations or organizations, and includes financial support from all cash, in-kind, event support and employee contributions. All donations are designated to the University of Colorado Cancer Center and, if requested, can be restricted to particular programs at the center. All forms of recognition listed here will take effect within one month following the receipt of the total donation and are eligible for one year.*



# AMC Cancer Fund Corporate Partnership Benefits

## Sponsor Benefits

\$20,000   \$10,000   \$5,000   \$2,500   \$1,000

### AMC's Website and Social Marketing Media

	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
• Company logo with hyperlink to company's website on AMC's website	X	X	X		
• Opportunity to be featured in a rotating donor article on AMC's website	X	X	X		
• Company logo with hyperlink to company's website listed on AMC's Facebook Page	for 12 months	for 6 months	for 3 months		
• Messages sent promoting company partnership via AMC's Twitter account	24 times annually	12 times annually	6 times annually		

### AMC's Donor Newsletter/E-Newsletter

	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
• Company logo and/or hyperlink displayed (distribution 3,000 three times per year)	3 times	3 times	3 times	2 times	1 time
• Opportunity to be featured in a donor article	X	X	X	X	

### At the Cancer Center

	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
• Recognition on the "Supporter Appreciation Wall" at the Cancer Center Administrative Offices	X	X	X		
• Opportunities for tours of cancer center facilities and invitations to private donor receptions	X	X	X		

### Other

	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
• Corporate sponsorship status at AMC Cancer Fund's annual events	4 events	2 events			
• Preferred listing, by giving level, in AMC Cancer Fund's Annual Report (distributed to donors as well as displayed on the AMC Cancer Fund website)	X	X	X	X	X
• Employee educational programs that include informational sessions on prevention and control of cancer, as well as specific cancer research and treatment	3 times annually	2 times annually	1 times annually		
• Listed in "Thank you to our Supporters" section of AMC's annual ad in the Denver Business Journal's Guide To Giving (distributed to 22,000 business subscribers)	X	X			
• Opportunity to negotiate a Sports Shares product to be utilized by the company for client and/or employee appreciation opportunities	X				

### Company Use of AMC's Logo

	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
• Company may use AMC's logo in public relation materials, company website, etc to promote the partnership	X	X			

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